

HOU-TRA NEWS

INTERNATIONAL

HOU-TRA International is the largest distributor for industrial Trane, Minneapolis-based equipment in the world. HOU-TRA International is a subsidiary of HOU-TRA International.

Five Control Buildings Successfully Started in Saudi Arabia Plant



HVAC systems in five petrochemical plant control buildings were successfully started earlier this month on a Turnkey project for Saudi Aramco in Riyadh, Saudi Arabia. The project included supply and installation of 600 tons of industrial modified HVAC equipment, chemical filtration units, controls, ductwork, piping and all associated devices. According to John May, Project Manager for Hou-Tra International, one of the contributing success factors to this overseas project was having a single source responsible for all systems and controls.

A job this size regardless of where it is has its challenges, but having one company, backed by Trane, the largest HVAC equipment manufacturer in the world, responsible for all factors of the job reduces the possibility of any untimely delays or technical problems. In addition, the plant maintenance personnel will benefit by having a Trane service agency within 15 miles of the jobsite for long-term local support. John stated, that "Hou-Tra International is in a position to provide specialized industrial HVAC equipment and systems in petrochemical facilities on a global basis and this project is simply a reflection of our capabilities."



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PARTS, PARTS & MORE PARTS

Hou-Tra International re-designed the Parts Department in order to carry new products and additional on-site inventory. An open house is being planned, so look for your invitation in the mail.

Holiday Closings

Thanksgiving
November 25 & 26

Christmas
December 23 & 24

New Year's
December 30 & 31

DEALER PRODUCTS

DIG TURNS UP HEAT

The Dealer Products Group has extended its Consumer Program through November 15, 1999. The Consumer Program supports **Comfort Specialist Dealers** who give a **FREE 10-YEAR parts and labor warranty** to their qualifying customers. We have also made two new and improved retail financing opportunities available for **Comfort Specialist Dealers** to pass along to their customers. For **qualifying consumers**, Trane Retail Consumer Financing offers a 6-month same as cash program to the consumer with no contribution required from the dealer. (The consumer is responsible for accrued interest if not paid within the 6 months.) And, H.R.S.I. offers **13.5% financing**—the rate was 17.88%. (This program cannot be used in conjunction with any buydown program such as 6-month no interest no payment.)

FOR ADDITIONAL INFORMATION CALL
713.789.0274

COOL CONSUMER ADS

Residential dealers can look forward to a new ad campaign starting after Labor Day and running through mid-October. Leads generated by network and cable TV will be channeled to **Comfort Specialist Dealers** through an "888" toll in telephone number based on dealer serving zip codes.

FOR ADDITIONAL INFORMATION CALL
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RESIDENTIAL DEALER WEB PAGE SIGNS ON

The new and improved Hou-Tra International web page for **Trane Comfort Specialist dealers** will be up and running September 7th. The web page will promote the "Know Your Options" promotion and **Comfort Specialist Dealers** exclusively.

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BENCHMARKING ENERGY PERFORMANCE

Now building owners and managers can also compare a building's energy performance relative to the market, similar use buildings, or a portfolio of buildings. At the core of the ENERGY STAR Label for Buildings is a simple-to-use Internet-based tool (www.epa.gov/building) that catalogs all energy uses in a building, calculates an energy intensity, and benchmarks buildings in the United States and provides quick, accurate evaluation of a building's energy performance.

The ENERGY STAR Benchmarking Tool accounts for the drivers of energy use that cannot be controlled, such as location and weather, as well as those drivers that are a reflection of your building's principal business activity, such as occupant density and operating hours. Users simply enter basic information including: building energy consumption; operating characteristics; and physical attributes to obtain a benchmark score on a 0 to 100 scale. Buildings with a score of 75 or higher qualify for the ENERGY STAR Label. More importantly, the Statement of Energy Performance, the result of the Benchmarking Tool, offers objective documentation on a building's efficiency. The ENERGY STAR Benchmarking Tool can also help building owners and managers set building energy-performance goals; quantify energy consumption, cost, and pollution savings; and communicate building performance to clients. EPA, Starting 1999, ENERGY STAR BUILDERS AND GREEN LIGHTS Update ■



OUT WITH THE OLD IN WITH THE NEW

Hou-Tra International's service division assisted an owner/contractor in the replacement of an existing R12 water chiller with a new Trane RTHC high efficiency helical rotary chiller. System performance was increased from a 0.95 KW/ton to a 0.594 KW/ton. Upon completion and start up of the new chiller, the owner no longer had to operate the second chiller to maintain building comfort. Customer satisfaction is and always will be Hou-Tra's number one priority.



OLD



NEW